1:Beals E-5 (1940-1941)1946 NU34 Tarasco NU34

295 *Shoemaking.*—One master shoemaker with two apprentices makes shoes of locally produced leather. The apprentices get no pay, working from 6 months to a year in order to learn the trade. The master shoemaker learned in the same way. The techniques present no unusual points of interest.

Equipment includes a sewing machine, lasts, knives, and awls. The master shoemaker not only must know his trade, but also he must be able to judge hides and tanning and be a good buyer. Only a portion of the Cherán demand is supplied locally, and many consider the local shoes inferior to those from outside.

At least three men make *guaraches* to order on a part-time basis. *Guarache* making does not require a sewing machine, and the capital required is small. Most *guaraches* are imported. The type is described in connection with clothing.

283 *Rope and twine.*—One man makes kite strings during the kite season in March. No interview could be secured with this man. Another man specializes in horsehair lead ropes and maguey fiber *riatas*. A fairly complex twisting device is used (fig. 10).

303 *Hair brushes.*—One family of four makes its entire living by manufacturing brushes of *raiz de paja*. The family collects its own raw materials and dries the roots. Brushes are made by fastening bunches of root in metal rings of about 1-inch diameter, then trimming the ends off square.

532 *Masks.*—One family makes wooden masks to order, charging about 2 pesos a piece. The workmanship is very poor and most masks are [438] bought in other towns, especially Seyina and Cheranástico. The local masks are cheaper and much easier to buy, but most people would go to considerable trouble to get the out-of-town product.

SPECIALIZED SERVICE OCCUPATIONS

463 A number of occupations are characterized by the selling of services requiring specialized knowledge rather than the sale of goods transformed from raw material. Certain types of trading occupations, such as storekeeping, could logically be included here, but their consideration is deferred to the section on economics. Other skilled specialists dealing in purely

1:Beals E-5 (1940-1941)1946 NU34 Tarasco NU34
[p.716] Sierra Tarascans

295 433 434 *Hats:*

Cost of materials:	
Braid, 3 to 4 bundles at $0.30 to $0.40	$0.90–$1.60
Thread, per hat	.15
Sizing materials for white hats	Unknown
Total	1.05–1.75 (?)
Labor, per hat	3–9 hours (approximately)
[435] Selling price, per hat	$1.25–4.00
Gross profit, per hat	$0.20–2.10
Return for labor, per hour	$0.06⅔–0.23 plus (?)
Return for labor, per day	$0.60–2.10

Comment: The apparently wide range of returns for labor is misleading. Few men could work 9 hours a day every day, owing to the need of getting firewood, repairing the house, caring for farm lands, etc. The more expensive hats, giving a much larger return, require much more skill and are in very slight demand. Ordinarily they are made only on order.

In addition, hatmaking requires a large capital investment. A sewing machine of the type required costs [427] $40 to $50 second-hand, or rents at $10 a month. Hat blocks last indefinitely, but do involve initial outlay. Metal eyelets also must be provided for the ventilating holes. If depreciation, interest on investment, and minor expenses not calculated were taken into account, the income of the average hatmaker would shrink still more.

When it is considered that two skillful hatmakers claim only 1 dozen hats apiece a week, obviously the returns must not greatly exceed those for ordinary field labor. Only men who consistently produce and sell hats above the $1.25 price gain real economic advantage from their trade as compared with other activities. On the other hand, if the trade is a supplement to farming and is followed at times when similarly situated farmers are at leisure, then they realize a very positive economic gain.

Embroidery, crochet, and drawn work:

286 433 434 [435]

Materials, thread from stores, cloth (estimated)	$1.00
Labor (part time)	1–3 weeks
Selling price	$4.00–$12.00
Gross profit	$3.00–$11.00
Return for labor, per week	$3.00
Return for labor, per day	$0.40–$ 0.50

Comment: For part-time work, the daily return seems, and probably is, high. In most cases the cost of materials is probably higher than the estimate.

Blanket weaving:

Equipment:[1]

Cards, life 3 years	$8.00
Spinning wheel, life indefinite	12.00
Loom, life indefinite	?

[1] Spinning wheel and loom might be made by almost any man with moderate skill in woodworking. Weavers usually make their own looms.

294 433 434 [435] Some persons make and sell finished garments. Men's trousers or blouses require about 2½ meters of material, at an average cost of about 30 centavos a meter. One woman specializes in children's garments. She claims to make 3 to 4 dozen children's garments a week, selling them at 80 centavos to $2.50 apiece (including materials). Her profits vary. A child's rayon dress requiring $1.50 worth of material she sold for $1.75, while for a cotton dress requiring $0.40 worth of material she charged $0.80.

[439] All fitted or tailored garments, which are growing in popularity, are imported. A widely heard comment was that anyone in Cherán who could make and fit garments, especially men's shirts, would make great profits.

MINOR ACTIVITIES

433 434 [394] *Candlemaking:*

Cost of wax (per kilo)	
Sales of candles from 1 kilo of wax	$2.25–$2.50
Possible profit (excluding labor and equipment)	$0.50–$1.00

[283] *Rope making (horsehair):*

Horsehair $0.50 per kilo	$0.37½
Labor	1 day
Sale price	$1.50
Gross profit per day	$1.12½

Comment: Only one man was found who made ropes. No data were secured on agave fiber ropes made by the same man, nor on the time taken in marketing and securing raw materials. As all the equipment is home-made and very little capital is needed, the gross profit probably is close to net profit except for the factors mentioned.

295 433 434 *Shoemaking:*

Equipment:

Sewing machine	$55.00
Lasts	?
Knives	?

Labor:

1 cheap pair of shoes per day is produced by a shoemaker and 2 unpaid apprentices

[435] Value of product (per pair) $3.00–7.00

Estimated gross income:

Per day	1.50
Per pair of shoes	1.50–3.50

Comment: No clear picture of the economics of this industry was secured. The selection and purchase of hides involves knowledge of tanning, size, and quality of the hide. Guarache makers apparently earn as little as 20 centavos a day, but there are no full-time professionals in town. All local manufacturers make guaraches to order and in claiming they make only one pair a day, they probably mean they do not attempt to make more than one pair a day.

281 435 434 *Tanning:*

Charge per cowhide	$5.00–$10.00
Charge per sheepskin	.50
Average daily return	1.25